

SAN FRANCISCO OFFICE
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Project Number: 100029

To: Valerie Knepper, MTC

From: Lisa Young/Bill Hurrell

Subject: Case Study Work Scope - City of Berkeley

The following memorandum presents a proposed work scope for the City of Berkeley Case Study. Based on the initial case study questionnaire and a preliminary meeting with City Staff on May 10, 2006, Berkeley's goals for this case study include:

- Develop locally appropriate parking policies and programs to meet General Plan parking goals.
- A parking management plan and/or policies which take into account development and growth in the downtown area such as UC Berkeley's planned research facility expansion, infill development and redevelopment/rehab of existing public and private parking facilities.
- Understanding existing pricing effects and possible changes for on- and off-street parking and use of supporting new technologies such as pay and display on-street meters and an electronic way-finding system.
- Programs to encourage alternative modes, balance demand associated with retail and commercial, maximize use of off street facilities.
- Recommendations to refine downtown parking codes and potentially expand requirements to other areas of the City

The City also expressed concerns regarding parking in the downtown area and cited residents, business owners, and employees of the area as being particularly interested in addressing issues of parking availability. As such, the Berkeley Case Study will focus on parking strategies that will facilitate the City's ability to manage existing parking and address future parking demands.

The following steps are proposed:

- 1) Kick-off meeting to include review of Berkeley's goals, a site visit, discussion of data collection resources, and a review of the scope of work.
- 2) Define study area. In general, the proposed study area is within Downtown Berkeley defined as south of Hearst Avenue, east of Martin Luther King, north of Bancroft Way and west of Oxford Street. For data collection purposes, representative on-street parking observations will be conducted on University Avenue, Addison Street and Center Street

from Milvia to Oxford Streets, and Shattuck Avenue from University Ave to Bancroft Way. Public off-street parking facilities in the downtown area will also be observed such as:

- Center Street Garage
 - Al's Parking Lot
 - Allston Way Parking
 - Library Gardens Parking (to open August 2006)
 - Oxford Street Parking Lot
 - University Hall Structure
 - Bank of America Building
 - Berkeley Way Lot
 - Golden Bear Garage
- 3) Document parking inventories based on available information provided by City Staff. The parking inventories would include parking space information from the representative on- and off-street surveys. Parking space designations and pricing information will also be obtained (e.g. metered, time restrictions, handicapped and permitted spaces). In addition, information regarding the current cost of parking for short- and long-term, monthly parking programs, and on- and off-street parking will be noted.
 - 4) Document existing parking utilization data including occupancy, duration, and turnover for the representative on-street parking areas. WSA will work with City Staff to determine the most representative days and time periods to collect data. This data will be obtained through parking utilization observations during the typical weekday for the AM peak period (7:00 AM), and throughout the midday and evening period (12:00 PM to 6:00 PM). In addition, WSA will perform a license plate survey along Shattuck Avenue to determine average parking turnover and durations from 3:00 PM to 7:00 PM. The parking data collected by WSA will be compared with previous parking studies to develop assumptions for the entire downtown area.
 - 5) Inventory and review the most current land use conditions in the downtown study area, including available information on building square footages and number of dwelling units. Using a tailored parking demand model, WSA will prepare a parking demand analysis for the study area. This model will be calibrated for Berkeley to include modal information, the extent of a captive-market environment, and the parking supply availability. In addition, future parking demand of the study area will be determined based on short-term and/or long-term goals. As such, WSA will thoroughly review the current reports/information available for the study area, notably, the Downtown Plan (1990), the UC Berkeley Long Range Development Plan (2005) and the Downtown Area Plan (currently being updated).
 - 6) Review current parking policies and requirements to assess their impact on parking demand and mode shares. WSA will also evaluate policy implementation histories, evidence of acceptance, cost implications and other pertinent information provided by

City Staff. Evaluate additional information related to the study area parking policies such as land use and redevelopment policy changes, development issues/constraints, local infrastructure and transportation improvements, and other related area changes. WSA will also research average vehicle ownership rates, percent mode share, and income information based on relevant available data sources (e.g. Census 2000 tract information, proposed BART station plans, etc.).

- 7) Review and evaluate parking programs and technologies in the downtown area such as Berkeley's recent implementation of on-street pay-and-display stations and other future parking programs such as the proposed real-time stationary signs for off-street public parking.
- 8) WSA will interview various stakeholders including but not limited to the Downtown Berkeley Association, Downtown Area Plan Advisory Committee, Transportation Commission, Planning Commission, UC Berkeley representatives, and private garage owners to understand their perspectives on Berkeley's potential parking policies. WSA will also make a brief presentation at the September 6, 2006 joint meeting of the Downtown Area Plan Advisory Committee and the Transportation Commission regarding downtown parking issues.
- 9) Based on the previous steps, a parking profile for the Berkeley study area will be developed. A memorandum describing findings of the parking conditions, existing requirements and policies, forecasted demand, and stakeholder participation will be presented.
- 10) Based on the parking profile and the interests of city staff, WSA will develop TOD and Smart Growth parking strategy recommendations which are applicable and site specific to downtown Berkeley. These may include but not be limited to:
 - Variable Parking Pricing Plans for on-street and off-street facilities to encourage alternative modes and shift demand from on to off-street where possible.
 - Possible revisions in parking revenue sharing through benefit districts.
 - Alterations, refinements to way-finding system, including real-time demand updates and pricing information on website.
 - Parking policies tailored to specific parking demands by new projects (e.g. parking maximums and other code requirements).
 - Improved signing and information for rates and policies at off-street facilities.
 - Appropriate policies and technologies supporting enforcement especially in light of pricing changes and current overtime staying, meter feeding and vandalism.